



**Glenwood Springs Tourism Promotion Board**

***Vision: Be the preferred regional tourism destination.***

***Mission: To promote regional activities, attractions and events to increase tourism spending in Glenwood Springs.***

**AGENDA**

**Thursday, May 12, 2016**

**2:00 PM – 4:00 PM**

**Location: City Hall, Council Chambers, Glenwood Springs**

**2:01 PM ~ Call Meeting to Order:** Trent Blizzard, Chair

**Declarations of Conflicts of Interest**

**Approval of Tourism Promotion Minutes** – April 14, 2016 and

**Approval of Special Tourism Promotion Minutes** – April 26, 2016

**2:05 PM ~ Visitor Center Cost Analysis and Ambassador Program Updates –**

Debbie Bannon, GSCRA Finance and Angie Anderson, GSCRA Operations

**2:20 PM ~ AirSage Visitor Analysis Update** – Cristin Barta, Tourism Marketing Project Manager

**2:35 PM ~ Tourism Promotion Fund Strategies** –task force update

**2:45 PM ~ Marketing Updates:**

Lisa Langer, VP of Tourism Marketing and

Cristin Barta, Tourism Marketing Project Manager

**3:00 PM ~ Adjournment**

**Next Tourism Promotion Board Meeting June 9, 2016**

**2 – 4 PM, City Hall, Council Chambers, Glenwood Springs**